



WPTV

ORDER

Print Date 10/11/12

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Flight Dates 10/11/12-10/16/12

Contract / Revision 314345 /

Original Date / Revision
10/10/12 10/10/12Advertiser **Abruzzo / Democrat / State S**Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

Abruzzo for FI SD25

Agency Com 15%

Billing Contact **Pam Newby****4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1346**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	33	\$29,325.00	\$34,500.00	0.00
Totals	33	\$29,325.00	\$34,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	33	\$29,325.00	\$34,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/11/12	10/16/12	M-F 6-7a M-F 6-7a	CM	6-7a	11--1--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/11/12	10/17/12	11--1--		3		\$1,200.00		0.00					
N 2	WPTV	10/11/12	10/16/12	M-F 7-9a M-F 7-9a	CM	7-9a	11--1--	:30	3	\$1,500.00	FX	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/11/12	10/17/12	11--1--		3		\$1,500.00		0.00					
N 3	WPTV	10/11/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00



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Contract / Revision **314345** Flight Dates **10/11/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Abruzzo / Democrat / State** Product **Abruzzo for FI SD25**

Estimate # **1346**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	10/11/12	10/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	-----S-					1	\$850.00		0.00		
N 4	WPTV	10/11/12	10/15/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00 NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	-----S					1	\$1,075.00		0.00		
N 5	WPTV	10/11/12	10/16/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1---1--	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	1---1--					2	\$500.00		0.00		
N 6	WPTV	10/11/12	10/16/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	11--1--	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	11--1--					3	\$500.00		0.00		
N 7	WPTV	10/11/12	10/16/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$1,600.00	FX	0.00 NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	11-----					2	\$1,600.00		0.00		
N 8	WPTV	10/11/12	10/16/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	1-----					1	\$1,800.00		0.00		
N 9	WPTV	10/11/12	10/15/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	-----S					1	\$850.00		0.00		
N 10	WPTV	10/11/12	10/16/12	M-F 730-8p M-F 730-8p	CM	730-8p	11--1--	:30	3	\$950.00	FX	0.00 NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	11--1--					3	\$950.00		0.00		
N 11	WPTV	10/11/12	10/16/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11--1--	:30	3	\$1,400.00	FX	0.00 NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	11--1--					3	\$1,400.00		0.00		
N 12	WPTV	10/11/12	10/15/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	-----S-					1	\$1,400.00		0.00		
N 13	WPTV	10/11/12	10/15/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	-----S					1	\$1,000.00		0.00		
N 14	WPTV	10/11/12	10/16/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11--1--	:30	3	\$575.00	FX	0.00 NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/11/12	10/17/12	11--1--					3	\$575.00		0.00		
N 15	WPTV	10/11/12	10/15/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00 NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision **314345** Flight Dates **10/11/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/10/12/ 10/10/12

Order Sep 00:20:00

Advertiser **Abruzzo / Democrat / State** Product **Abruzzo for FI SD25**

Estimate # **1346**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/11/12	10/15/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S-					1	\$1,350.00		0.00			
N 16	WPTV	10/11/12	10/16/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--F--	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	M--F--					1	\$1,800.00		0.00			
N 17	WPTV	10/11/12	10/16/12	M-F 530-6p M-F 530-6p	CM	530-6p	MT--F--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	MT--F--					1	\$1,600.00		0.00			
N 18	WPTV	10/11/12	10/15/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	-----S					1	\$175.00		0.00			
N 19	WPTV	10/11/12	10/16/12	M-F 135-205a M-F 135-205a	CM	135-205a	----F--	:30	1	\$25.00	P-3	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/11/12	10/17/12	----F--					1	\$25.00		0.00			
Totals														33	\$34,500.00